2016-2017 ANNUAL REPORT
A YEAR OF GROWTH
The 2016-17 academic year was another record breaking year for the Career Services Center. One of the highlights for the year was the Fall B.I.G. Career Expo. The 2016 Fall B.I.G. Career Expo was larger than the 2015 Fall B.I.G. Career Expo by 6%, with 203 employers engaging our students, which is the largest number of employers recruiting at an Expo in UCM history. This was an exciting event for our students and gave them an opportunity to network and engage with employers across a variety of industries; ultimately having an impact on the First Destination Success (FDS) of our graduates. FDS focuses on the goals pursued by our graduates 6-9 months after they leave the institution. The success calculation includes if they are employed, military, graduate/professional school, a volunteer/program of service, planning to enroll in graduate/professional school or not seeking employment at this time.

For the fourth straight year, the FDS rate at UCM was 97%!

In addition to the 97% FDS rate, 97% of our graduates believed their program helped to prepare them for success when asked, “How well do you believe your academic program at UCM prepared you for success in your current primary status post-graduation?”

Additionally, of those who indicated their FDS Primary Status as “Employed Full-Time,” the average starting salary for those with undergraduate degrees was over $41,000; graduate degrees was over $52,000.

This report is based on a 78% response/knowledge rate of graduates for the 2016-17 academic year.

The Career Services Center is a centralized center serving the entire campus community. Our center works with students and alumni from all academic disciplines and degree programs. The mission of Career Services is to educate students on career development related topics and to connect them with opportunities with employers in the areas of business, industry, government, education and healthcare.

Individual assistance is available in the areas of:
- Handshake
- Student Employment
- Individualized Career Development Plans
- Application Materials
- Internship and Job Search
- Graduate and Professional School Preparation

The efforts of achieving a 97% FDS rate are an indication of UCM’s strong commitment to our students. The UCM community should be very proud of this accomplishment and our office appreciates the partnership and support of administration, faculty, staff, and alumni.

Sincerely,

Amber Goreham
Director, Career Services Center
University of Central Missouri
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CAREER DEVELOPMENT HIGHLIGHTS
OUR YEAR IN REVIEW

OPEN OPTION SUCCESS RATE
RETENTION RATE
Based on the 70.7% UCM Average
(Students who completed the Open Option Program)

GRADUATION RATE
Based on the 28.7% UCM Average

UCM Average (Second Year)

+6.8%

+3.8%

FIRST DESTINATION SUCCESS RATE
97% Overall

UCM First Destination Success Rate

97%

CAHSS

94%

CHST

98%

COE

97%

HCBPS

97%

National Average

How well do you believe your academic program at UCM prepared you for success in your current post-graduation status?

97% Satisfaction Rate
Yearly Highlights

Career Counseling & Development Appointments .................. 2,336
Career Development Presentations ................................. 286
Employer Mock Interviews ....................................... 995
Peer Mentor Walk-In Appointments .............................. 1,105
Open Option Academic Advising Appointments ................... 204
Open Option Prospective Individual Visits
  Through CVO Appointments ........................................ 115
Reinstated Students .................................................. 5

4,760 Total Individual Student Engagements

“
In the Career Services Center we have a wide variety of tools available to help students grow and expand their networks for the future. We strive to help students reach their end goal after college, whether that be graduate school or full-time employment.

Allison Ratliff, Social Studies Education and Career Development Ambassador

“  

286 Group Engagements

“  

Career Services was extremely helpful to me during my senior year of college. They literally helped me through the entire process of trying to find a job, working on my resume and cover letter. They were so patient with me and always made themselves available! I’m beyond thankful for all the dedication and hard work everyone puts into their jobs.

- Asia Garrison, Digital Media Production Alumni

“
The Career Development Ambassadors (CDAs) who work at the Career Services Center receive a unique opportunity to be career ready, as well as network with potential future employers. There are a total of 14 CDAs on staff within the Career Services Center; nine that focus primarily on assisting students by reviewing resumes and cover letters, and five additional students that cover the front desk, or their specialty positions that are utilized in order to run the center at an efficient level. These positions vary from social media and communications specialist, budget analysis and monthly metrics specialist, or website and technology specialist.

The five students who review other student’s cover letters and resumes are of vital importance to the UCM community. This service gives our UCM students a leg up on the competition due to their excellent resume and professional skills. In addition to assisting others, this knowledge of the finer points of a resume and cover letter greatly benefit the CDAs in their own personal job search.

In addition to learning career readiness skills, our CDAs also gain an uncommon exposure to employers. In addition to regular on campus recruiting that our CDAs are present for, our CDAs also assist with our B.I.G. Career Expos and Interview Days. On average there are over 200 employers that attend our fall and spring Career Expos, our CDAs get the opportunity to assist and network with the employers while they are on campus. Our CDAs are able to achieve a higher level of career readiness, as well as copious opportunities to network with employers during their time as employees at the Career Services Center.
The Red Advantage In-Residence Partner program was a new option in Career Development Services offered to employers with strong recruiting interest at UCM. Based on employer and student feedback during the 2015-16 academic year that our interview rooms were small and uncomfortable, Career Development Services initiated a space revitalization plan. With budget being a concern and with employers always looking for ways to build their brand on the UCM campus, Career Development Services developed the Red Advantage In-Residence Partnership program.

With a sponsorship of $5,000, employers received a room naming opportunity including signage and company information displayed in the interview room. This program also allows the employer to have access to their space at any time, gives them various opportunities to work with our center and to connect with students. Through this plan we can now provide bigger and better interview space, virtual interviewing capabilities and a state-of-the-art environment that is inviting for students.

Our Red Advantage In-Residence Partners include: Ervin Cable, Kiewit and Mid-Am Building Supply
HANDSHAKE

During the 2016-17 academic year, the Career Services Center implemented a new online recruiting tool for students called Handshake. Handshake makes it easy for 200,000+ companies to recruit UCM students and alumni. UCM students have the ability to:

- Easily find jobs and internships
- Build a student profile that is visible to employers
- Receive career recommendations that are personalized to them based on their interests and connections
- Upload their resume and make viewable to employers
- Sign-up for on-campus interviews
- Sign-up to participate in information sessions and hall tables
- Sign-up and view who is attending UCM Career Expos
- Sign-up for career events and workshops

In addition to Handshake helping our students, Handshake partners with 400+ universities to also provide service to the employers who are recruiting at UCM. Employers recruiting UCM students and alumni have the ability to:

- Post jobs at multiple schools
- Directly message UCM students
- Narrow down applications through a powerful applicant filtering tool
- Sign-up to participate in on-campus interviews, information sessions, and hall tables
- Sign-up to participate in Career Expos
- Handshake also provides employer trust scores helping to prevent fraudulent activity

The implementation of Handshake has been a great tool for our students, alumni and the employers we serve.
THE COLLEGE OF ARTS, HUMANITIES & SOCIAL SCIENCES

Art & Design 84%
Communication 92%
English & Philosophy 95%
Government, International Studies & Languages 100%
History, Anthropology, Africana Studies & Social Studies 93%
Music 100%
Sociology, Gerontology & Cross Disciplinary Studies 93%
Theatre & Dance 100%
TOTAL 94%

Majors Chosen by Open Option Students
College of Arts, Humanities & Social Sciences

Average Salary Range
Undergraduate: $38,933
Graduate: $43,947

EMPLOYER HIGHLIGHTS
American Institute for Research (AIR)
American Jazz Museum
AmeriCorp
Archidec
Boy Scouts of America
Cleveland Play House
Disney Corporation
Enterprise Fleet Management
Gateway Arch Park Foundation
GlynnDevins
Harvest Productions
Inter-State Studio & Publishing Company
KC Audio Visual
KMBC Channel 9 News
Lifestyle Publications
Lockton Company
Starlight Theatre
Sullivan Higdon & Sink
Sweetwater Sound
West Central Independent Living Solutions
THE COLLEGE OF EDUCATION

Career & Technology Education 96%
Educational Foundations & Literacy 95%
Educational Leadership & Human Development 98%
Elementary & Early Childhood Development 98%

TOTAL 97%

Average Salary Range
Undergraduate: $36,241
Graduate: $44,099

Majors Chosen by Open Option Students
College of Education

Belton School District 124
Blue Springs R-IV School District
Bright Horizons
Burrell Behavioral Health
Columbia Public Schools
Crittenton Children’s Center
Fort Zumwalt R-II School District
Grain Valley R-V School District
Holden R-III School District
Jefferson City Public Schools
Kansas City International Academy
Liberty Public Schools
Missouri Department of Social Services-Children’s Division
Parkway C-2 School District
Punkin Patch Daycare
Raymore-Peculiar R-II School District
Raytown C-2 School District
Sedalia 200 School District
Shawnee Mission School District
THE COLLEGE OF HEALTH, SCIENCE & TECHNOLOGY

Biology & Agriculture 97%
School of Computer Science & Mathematics 98%
School of Environmental, Physical & Applied Sciences 100%
Nursing 100%
Nutrition & Kinesiology 96%
Psychological Science 95%
School of Technology 97%

TOTAL 98%

Average Salary Range

Undergraduate: $48,123
Graduate: $61,945

Majors Chosen by Open Option Students
College of Health, Science & Technology

Amazon
Bayer Crop Science
Black & Veatch
BP Crop Science
Burns and McDonnell
Cargill, Inc.
DST
Ford Motor Company
General Motors
HCL Global Systems, Inc.
Honeywell
JE Dunn Construction
Kansas City Bone and Joint
Kansas City Mavericks
Kiewit
Missouri Department of Conservation
Nestle Purina, Inc.
Pathways Community Health
Saint Luke’s Health Systems
SSM Health

EMPLOYER HIGHLIGHTS
THE HARMON COLLEGE OF BUSINESS & PROFESSIONAL STUDIES

Aviation 96%
Computer Information Systems 99%
Communication Disorders & Social Work 98%
Criminal Justice 98%
Economics, Finance & The School of Accountancy 94%
Management 98%
Marketing & Public Relations 88%
Missouri Safety Center 95%

TOTAL 97%
## Retention & Graduation

### Open Option Students
Successfully Completed Exploring Majors and Careers Course

<table>
<thead>
<tr>
<th>Fall Cohort</th>
<th>N</th>
<th>Retention</th>
<th>Graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1st Year</td>
<td>2nd Year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spring</td>
<td>Fall</td>
</tr>
<tr>
<td>2003</td>
<td>14</td>
<td>85.7%</td>
<td>78.6%</td>
</tr>
<tr>
<td>2004</td>
<td>66</td>
<td>87.9%</td>
<td>72.7%</td>
</tr>
<tr>
<td>2005</td>
<td>34</td>
<td>94.1%</td>
<td>79.4%</td>
</tr>
<tr>
<td>2006</td>
<td>73</td>
<td>94.5%</td>
<td>78.1%</td>
</tr>
<tr>
<td>2007</td>
<td>92</td>
<td>92.4%</td>
<td>72.8%</td>
</tr>
<tr>
<td>2008</td>
<td>91</td>
<td>91.2%</td>
<td>79.3%</td>
</tr>
<tr>
<td>2009</td>
<td>105</td>
<td>92.4%</td>
<td>80.0%</td>
</tr>
<tr>
<td>2010</td>
<td>104</td>
<td>94.2%</td>
<td>78.8%</td>
</tr>
<tr>
<td>2011</td>
<td>115</td>
<td>94.8%</td>
<td>77.4%</td>
</tr>
<tr>
<td>2012</td>
<td>134</td>
<td>92.5%</td>
<td>81.3%</td>
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<tr>
<td>2013</td>
<td>165</td>
<td>97.0%</td>
<td>78.3%</td>
</tr>
<tr>
<td>2014</td>
<td>202</td>
<td>91.1%</td>
<td>74.8%</td>
</tr>
<tr>
<td>2015</td>
<td>231</td>
<td>93.1%</td>
<td>78.8%</td>
</tr>
<tr>
<td>2016</td>
<td>174</td>
<td>91.4%</td>
<td>75.4%</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>92.8%</td>
<td>77.5%</td>
</tr>
</tbody>
</table>

### All University First Time, Full-Time Freshmen

<table>
<thead>
<tr>
<th>Fall Cohort</th>
<th>N</th>
<th>Retention</th>
<th>Graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1st Year</td>
<td>2nd Year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spring</td>
<td>Fall</td>
</tr>
<tr>
<td>2003</td>
<td>1,358</td>
<td>87.1%</td>
<td>69.9%</td>
</tr>
<tr>
<td>2004</td>
<td>1,436</td>
<td>86.8%</td>
<td>71.0%</td>
</tr>
<tr>
<td>2005</td>
<td>1,485</td>
<td>85.1%</td>
<td>68.9%</td>
</tr>
<tr>
<td>2006</td>
<td>1,507</td>
<td>87.0%</td>
<td>70.7%</td>
</tr>
<tr>
<td>2007</td>
<td>1,427</td>
<td>88.2%</td>
<td>71.9%</td>
</tr>
<tr>
<td>2008</td>
<td>1,586</td>
<td>88.5%</td>
<td>72.8%</td>
</tr>
<tr>
<td>2009</td>
<td>1,479</td>
<td>88.0%</td>
<td>72.5%</td>
</tr>
<tr>
<td>2010</td>
<td>1,547</td>
<td>88.0%</td>
<td>72.5%</td>
</tr>
<tr>
<td>2011</td>
<td>1,649</td>
<td>86.6%</td>
<td>68.6%</td>
</tr>
<tr>
<td>2012</td>
<td>1,762</td>
<td>86.8%</td>
<td>68.8%</td>
</tr>
<tr>
<td>2013</td>
<td>1,746</td>
<td>87.7%</td>
<td>69.7%</td>
</tr>
<tr>
<td>2014</td>
<td>1,687</td>
<td>87.3%</td>
<td>70.8%</td>
</tr>
<tr>
<td>2015</td>
<td>1,641</td>
<td>88.4%</td>
<td>70.7%</td>
</tr>
<tr>
<td>2016</td>
<td>1,578</td>
<td>86.5%</td>
<td>71.9%</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>87.3%</td>
<td>70.7%</td>
</tr>
</tbody>
</table>
Yield is a percent of students who choose to enroll in a particular college, university, or program after being offered admission. The yield rate can be used to identify the amount of interest prospective students have in enrolling in a particular program of higher education.

Yield Management is a proactive program to increase the Open Option (OO) Program yield. The program is managed by the Graduate Assistant in the Gateway Center. Career Development Ambassadors (CDAs) personally contact each prospective OO student and provide them with information about the OO Program.

Gateway Center CDAs are all former OO students serving as peer mentors, enabling a “peer-to-peer” conversation with OO prospective students to answer questions about the program, or UCM in general.

**Data Collection:**

Yield Management data is collected in an ongoing process in collaboration with the Office of Admissions and the use of their databases. Each week, the Office of Admissions provides both the inquiry and admit lists that provide necessary contact information on the prospective students, and other background information.

As a first method of contact for both, inquiry and admitted OO students, a letter was sent from the Director of Career Development Services. In addition, the CDA’s personally reached out to admitted students 14-19 days following their admission to UCM to ensure they received their letter and to engage in “peer-to-peer” conversation about being an OO student as a second method of contact. Two attempts are made to contact each prospective OO student by phone. If the prospective student does not answer, the CDA will leave a voicemail. After two unsuccessful attempts by phone, the CDA will send an email to the remaining students.

If the OO prospective student is a transfer student with 30 or more credit hours, CDAs work with those individuals to set up an appointment with their designated Career Counselor. This allows the Counselor to review their transcript, develop scheduling options, and to start building their Counselor-Student relationship. This also ensures their visit to campus will be more productive, should they be visiting.

A follow-up email is sent to those contacted by phone two-three weeks following their initial conversation. OO prospective students visiting campus are contacted by email one business day prior to their visit to welcome them to UCM and one week after to follow-up. Visiting student data is obtained from the Campus Visit Office in the Office of Admissions.

The Open Option yield rate goal is to exceed 50%.
# Employer Development & On-Campus Activity

## 127 Employer Interview Schedules
- On-Campus Recruiting: 42
- Fall B.I.G. Interview Day: 40
- Spring B.I.G. Interview Day: 20
- Fall Education Interview Day: 13
- Spring Education Interview Day: 12

## 2,079 Student Interviews with Employers
- On-Campus Recruiting: 340
- Fall B.I.G. Interview Day: 348
- Spring B.I.G. Interview Day: 135
- Fall Education Interview Day: 86
- Spring Education Interview Day: 175
- Employer Mock Interview Week: 995

## New Employer Contacts: 6,549

## Employer Recruiting Activities:
- 73

## Employer Mock Interview Schedules:
- 125

## Total Employer Visits:
- 688
## EVENT ATTENDANCE

<table>
<thead>
<tr>
<th>EVENT</th>
<th>STUDENTS</th>
<th>EMPLOYERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall B.I.G. Career Expo</td>
<td>1,702</td>
<td>203*</td>
</tr>
<tr>
<td>Spring B.I.G. Career Expo</td>
<td>1,094</td>
<td>164</td>
</tr>
<tr>
<td>Education Career Expo</td>
<td>189</td>
<td>103</td>
</tr>
<tr>
<td>Healthcare Career Expo</td>
<td>170</td>
<td>36</td>
</tr>
</tbody>
</table>

*Largest Number of Employers in UCM Recruiting History*

Career Development Services hosts four career expos each year. These events give students the opportunity to network and connect with employers of interest in the areas of business, education, healthcare, industry and government.
METHODOLOGY

Data Collection:
Career Development Services (CDS) collects First Destination data in an ongoing process whereby graduating students can self-report at any time, before or after graduation, as appropriate. University of Central Missouri (UCM) graduates can report this information when they have received and accepted a job offer, have been accepted into a graduate program, received a commission to one of the armed services, signed a commitment to participate in a service program, etc.

CDS conducts a campaign centered on each graduation. Graduating students who have firmly established plans are asked to complete the Graduate Follow-up Survey (GFS) online when they apply for graduation. The Office of the Registrar mails a postcard reminder to complete the survey to each graduating student with their diploma. International and domestic graduates who have already self-reported through the methods listed above, are removed from the full list to create a pool of graduates the Career Center will need to call.

At the six-month mark following graduation, Office of Technology downloads a comprehensive list of graduates from Banner. International Student Services supplies the Career Center a comprehensive list of International Graduates’ employment information (“Knowledge”) from the Department of Homeland Security – Student and Exchange Visitor Information System (SVIS).* This information is uploaded into our GFS calling survey.

CDS actively attempts to contact each of the graduates in this pool using the following methods:
1. Four attempts are made to contact each graduate in person by phone.

   After the fourth attempt by phone:
2. The survey is e-mailed out to the remaining graduates.
3. The remaining list is broken down by Academic Department and sent to faculty to gain “Knowledge” on the graduate. *
4. Other sources, mostly electronic media, are used to gain “Knowledge” about the graduate’s first destination.*

* “Knowledge” is defined by NACE as information that is both reasonable and verifiable. The target goal for UCM’s “Knowledge” rate goal is 60%.

Salary averages are computed and reported using averages of $5,000 ranges. Isolated reports of salaries that were higher than $150,000, and lower than $15,000, were intentionally removed to avoid skewing, or distorting, the overall salary averages.

Any questions regarding the report methodology, can be directed to CDS at careers@ucmo.edu, or by calling 660-543-4985.